



SPONSORSHIP ARCHITECTS
MOTORSPORT CONSULTANCY
DRIVERS MANAGEMENT

SPONSORSHIP
ARCHITECTS

DRIVERS
MANAGEMENT

MOTORSPORT
CONSULTANCY

SPEED TO SUCCESS: UNVEILING 42 RACING



WHO WE ARE



SPONSORSHIP ARCHITECTS
MOTORSPORT CONSULTANCY
DRIVERS MANAGEMENT

WE ARE A BOUTIQUE AGENCY OF STRATEGIC, DYNAMIC,
AND PASSIONATE EXPERTS IN MOTORSPORT.

WE EXCEL AT USING OUR EXPERTISE TO PROPEL OUR
CLIENTS TOWARD THEIR GOALS AND BUSINESS SUCCESS.

WHO WE ARE



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WE OFFER UNMATCHED OPPORTUNITIES FOR BRAND POSITIONING IN THE MOTORSPORT ARENA. FLEXIBLE SERVICES, TAILORED TO MEET YOUR UNIQUE NEEDS, ENSURING A SEAMLESS EXPERIENCE AND OUTSTANDING RESULTS. **ACCELERATE YOUR SUCCESS AND LEAVE A LASTING IMPACT ON THE RACING SCENE.**

WHAT WE DO



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WE MAKE SURE YOUR INVESTMENT IN MOTORSPORT MARKETING POWERS YOUR BUSINESS FORWARD WITH TANGIBLE RESULTS. HERE'S HOW WE DO IT:

COMMERCIAL

As we operate seamlessly across borders, from international to local levels, we expertly match businesses with motorsport opportunities that resonate globally, multi-country, or locally.

ACTIVATION

From crafting to executing strategies, we blend our clients' needs with our extensive knowledge of international motorsport to deliver impactful results.

WE WORK WITH



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REVVING UP AT 42 RACING, OUR TEAM PROPELS BRANDS, RIGHTS HOLDERS, AND DRIVERS TOWARD THE FINISH LINE OF SUCCESS. WITH PASSION AND PRECISION, WE FUEL VICTORY FOR OUR PARTNERS.

BRANDS

RIGHTS HOLDERS

RACING DRIVERS

At 42 Racing, we champion flexibility, catering to multinational corporations seeking tailored strategies, whether local or multi-country. From startups aiming for local or global visibility to established organizations seeking cost-effective customer acquisition strategies, we've partnered with brands of all sizes and across diverse functions.

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BRANDS

RIGHTS HOLDERS

RACING DRIVERS

At 42 Racing, we're thrilled to offer specialized tool sets that set us apart, ensuring transparent and measurable results for our clients. We're always evolving to keep pace with market trends and client needs at the forefront of our efforts. Plus, we're equipped to collaborate with midsize rights holders, adding another layer of dynamism to our portfolio.

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BRANDS

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RACING DRIVERS

At 42 Racing, we're your one-stop pit stop for racing drivers, offering a spectrum of services. From career planning and revamping your professional image to securing sponsors and partners to fuel your journey. And that's not all - we're also your personal coaches, guiding you towards peak performance both on and off the track, with expert tutoring to hone your driving skills.

HOW WE DO



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MOTORSPORT ANALYTICS

Our advisory services in motorsport begin with a thorough audit of business requirements. Leveraging extensive experience in the industry, we ensure that clients' investments in sports and entertainment deliver tangible value to their customers and meet strategic objectives, providing confidence in both present and future outcomes.

ASSESSMENT AND AWARENESS

Our team of motorsport mavens scours the bustling marketplace to pinpoint high-value prospects that perfectly align with the business goals unearthed during our audit process.

NEGOTIATIONS

We're your motorsport experts, guiding you through the complexities of engaging with rights owners or racing drivers for streamlined entitlement acquisition. From making the initial introductions to sealing the deal, we're your trusted allies, ensuring your interests are safeguarded every step of the way.

MARKETING ACTIVATIONS

We're not just about crunching numbers and entering markets. With our wealth of experience, we specialize in crafting from simple to sophisticated activation plans across multiple territories or locally, driving tangible business growth for our clients, big or small.

MERit

Measurement, Evaluation and Review IT

MERit is paramount to us, ensuring all expenditures align with our clients' objectives while delivering incremental gains. We offer tailored, transparent reporting modules for near real-time insights into marketing activation delivery.

HOW WE DO



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BRANDS

RIGHTS HOLDERS

RACING DRIVERS

STRATEGIC GUIDANCE FOR RIGHTS OWNERS

With our deep understanding of the motorsport industry and the unique challenges faced by small to mid-size rights holders, we offer a wealth of specialized services to enhance their investments. Leveraging our extensive experience, we provide honest and straightforward advisory, prioritizing the development of solutions that deliver lasting commercial value and excellence.

REVENUE GENERATION

Our Commercial team crafts custom sales strategies tailored for small and mid-size rights holders. We immerse ourselves in your business, aligning your goals with the perfect brands. From comprehensive audits to maximizing rights and investment advice, we ensure you secure the ideal brand partnerships at every level.

MARKETING STRATEGIES AND SOLUTIONS

We specialize in crafting dynamic marketing programs that resonate with both businesses and consumers, strategically aligned with their overarching goals. From devising marketing strategies to executing on-the-ground activations and leading-edge social media campaigns, our expertise ensures our clients stand out in the crowd.

HOW WE DO



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MENTORING

Elevate your racing journey with 42 Racing as your trusted mentor, guiding you towards success on and off the track.

DRIVING SUCCESS: THE POWER OF IMAGE IN MOTORSPORT

In the fast-paced world of motorsport, having an image that aligns seamlessly with the values sought after by promoters, car manufacturers, and rights holders is paramount. It's not just about crossing the finish line first; it's about embodying the essence of excellence, professionalism, and integrity both on and off the track. An image that reflects these core values not only enhances your marketability as a driver but also opens doors to lucrative partnerships, sponsorships, and opportunities. It's about more than just driving fast; it's about driving forward a brand that resonates with the ethos of the motorsport community, setting you apart as a true ambassador of the sport.

ACCELERATING YOUR RACING CAREER: THE POWER OF MENTORSHIP

In the competitive world of racing, having expert guidance is the key to unlocking your full potential and accelerating your career trajectory. A mentorship program provides invaluable support and insights, helping you navigate the complexities of the racing landscape with confidence and clarity. From honing your driving skills to making strategic career decisions, a mentor offers personalized guidance tailored to your unique goals and aspirations. With our wealth of experience and industry knowledge, we can provide invaluable advice, connections, and opportunities that can propel your racing career to new heights. In a sport where every millisecond counts, having a trusted mentor by your side can make all the difference between chasing dreams and realizing them on the podium.

OUR VALUES



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AT 42 RACING, WE THRIVE ON INNOVATION, TRUST, AND PASSION. WITH PRECISION AND DEDICATION, WE PROPEL BRANDS, RIGHTS HOLDERS, AND DRIVERS TO SUCCESS, FUELING VICTORY FOR OUR PARTNERS.

INNOVATION

Innovation is at the heart of our approach at 42 Racing. We're constantly exploring new avenues, embracing cutting-edge technologies, and pioneering fresh ideas to stay ahead of the curve in the ever-evolving world of motorsport. With a forward-thinking mindset and a thirst for innovation, we're always seeking new ways to drive success and make an impact in the racing community.



TRUST

Trust is the cornerstone of our relationships with clients, partners, and team members alike. We prioritize transparency, integrity, and reliability in all our interactions, fostering trust and confidence at every touchpoint. With 42 Racing, you can rest assured that your ambitions are in trusted hands, guiding you towards success with unwavering commitment and honesty.



PASSION

At 42 Racing, passion fuels every aspect of our operation. We live and breathe motorsport, and our dedication to the sport is evident in everything we do. From nurturing aspiring drivers to strategizing with seasoned professionals, our passion for racing drives us to constantly push boundaries and seek excellence in every endeavor.



SPONSORSHIP



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FUELING CORPORATE AND MARKETING COMMUNICATION

At 42 Racing, we specialize in empowering companies to leverage sponsorships in motorsport for:

- Elevating brand visibility
- Amplifying corporate values
- Launching new initiatives

Not sure where to start or which strategy to implement—sponsoring a team, driver, or championship? That's where 42 Racing comes in, guiding your company toward impactful sponsorship decisions.

NOT ONLY FOR B2C



THE NEW CHALLENGES IN B2B SALES

"B2B customers spend just 17% of their time interacting with supplier sales teams." **Gartner**

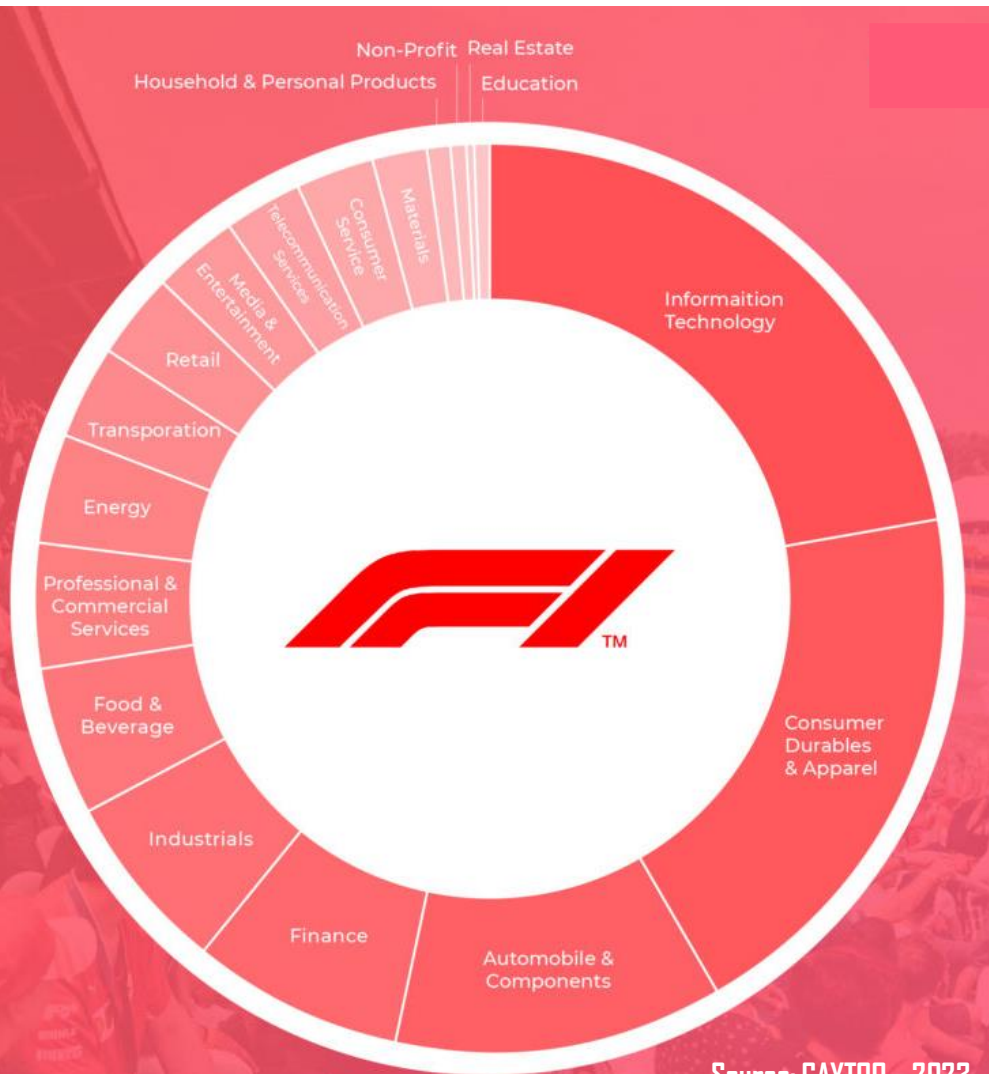
"B2B buying groups are up to 70% of the way through purchasing journey before they engage a potential supplier." **Forbes**

*"B2B customers want **more channels**, more convenience and more personalisation. They want sellers to move to a hybrid, remote-first model. They use up to ten channels as part of any given purchase, much more than before."* **McKinsey & Company**

*"On average, it takes **6.8** individuals to sign off on a typical B2B purchase."* **Challenger**

"73% of people involved in buying are millennials + GenX becoming more important. Both groups are more difficult to sell to vs baby boomers." **Forbes**

NOT ONLY FOR B2C



Source: CAYTOO - 2023

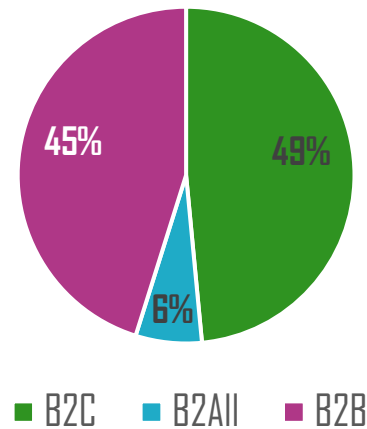


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B2B SPONSORSHIP SURGE IN MOTORSPORT

The data from Formula 1 reveals a notable trend: an increasing number of B2B companies are joining the sponsorship landscape in motorsport.

Accelerating Success:
B2B Growth Across the Formula 1 Championship



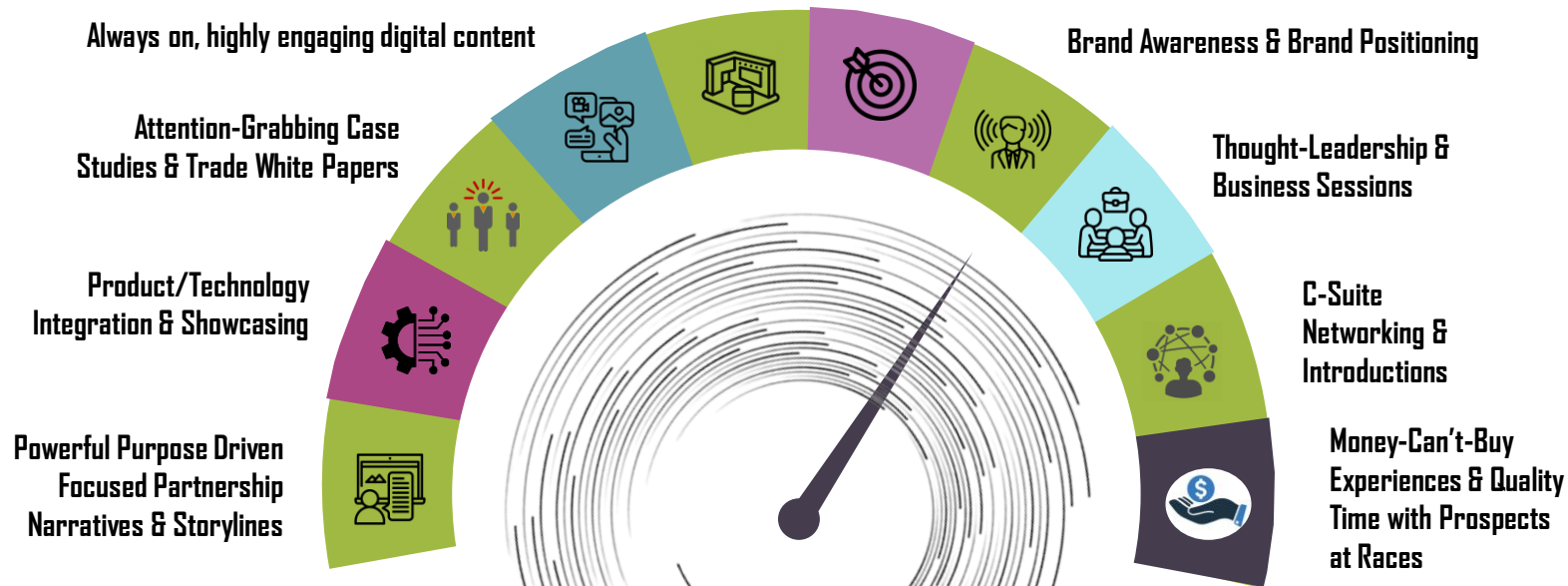
NOT ONLY FOR B2C



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**Compelling Tools for Tradeshows & Corporate Events:
Driver Appearances, Showcars, Simulators**

**Media Engagement Programs to Generate
Coverage in Target Publications**



**ACCELERATE YOUR BRAND WITH MOTORSPORT SPONSORSHIP
PLATFORMS ZOOM PAST THESE CHALLENGES!**

CONCEPTS



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HOSPITALITY & CATERING

Rev up your business relationships by inviting customers, prospects, colleagues, or top executives to an unforgettable racing experience. It's a golden opportunity to seal deals or reward exceptional individuals in an unparalleled setting! Let us elevate your event with our top-notch Hospitality and Catering services

PRIZE CONTESTS

At 42 Racing, we craft, execute, and oversee sponsorship projects, complete with thrilling prize competitions spanning multiple countries. Winners get to experience unforgettable race weekends, while we handle every aspect of the turnkey project, from start to finish, including all the bureaucratic tasks.

BARTERING

Strapped for advertising budget? Let's turn your stock into marketing power through Bartering solutions! Unlock new ad campaigns, expand sales channels, boost turnover, and optimize stock – all without touching your cash. Reach out to discover how we can turbocharge your business!

CONCEPTS

PRODUCT PLACEMENT

Break the sponsorship mold with creative twists! Instead of the usual, why not offer a pole position prize or other unique rewards? Stand out as a championship partner with memorable messages that leave a lasting impression!

BESPOKE INCENTIVE

Elevate your sponsorship game with engaging initiatives for colleagues, partners, distributors, or potential customers! Customized incentive programs add a special touch, creating unforgettable experiences. From track days to Driver for a Day or Hot Laps, we've got the winning ideas to make it happen!

YOUR PROJECT

At 42 Racing, there are no cookie-cutter solutions. Our proposals are just the beginning, tailored to kickstart your project and customized to fit like a glove. Let's team up and chase your targets – if it's not in the deck, we'll craft it together!



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42 RACING



POWERING SUCCESS

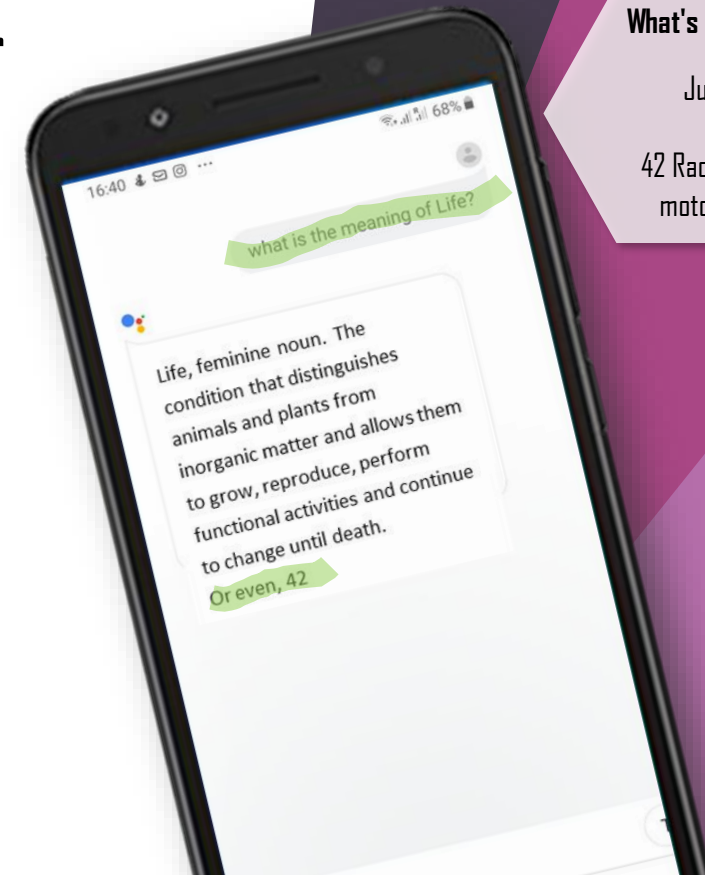
Revving into action from our Lugano base in Switzerland back in 2017, 42 Racing SA isn't just about backing companies and drivers – we're the turbo boost behind their triumphs. While our direct stint managing racing teams may have concluded, it's a high-octane asset we still wield to give our clients that winning edge.

Why motorsport?

It's not just our passion; it's where we excel. From the rush of speed to the precision of teamwork, motorsport embodies everything we stand for – adrenaline, talent, and the relentless pursuit of victory. And in a sport where collaboration reigns supreme, we're perfectly positioned to deliver results that transcend boundaries.

What's the meaning of 42 Racing?

Just like the answer to life, the universe, and everything, 42 Racing embodies the essence of motorsport passion and purpose.



42 RACING



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WHERE WE THRIVE AND SHINE

We navigate the world of motorsport with confidence and humility, acknowledging our strengths and areas for growth. While we excel in certain aspects, we're also open to collaboration with global or local agencies and partners to achieve our goals.

This is where we stand out, demonstrating unwavering confidence and expertise, spanning from global to continental to local levels:



LEADERSHIP



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MARCO RAGGI – President Business Development

Marco, a former sales and marketing powerhouse at Aon, Targa Telematics, Med Automotive, and LoJack, now leading as President of Business Development at 42 Racing. With a genuine and profound passion for motorsport, Marco brings not only extensive industry expertise and a proven track record of success, but also a keen strategic mindset, cultivated from his years in the insurance consulting sector. Additionally, Marco's role as an esteemed European Sponsorship Association Awards judge since 2020, underscores his unwavering dedication to excellence in the field.

Success
Portrait

Success @ 42 Racing SA © 2020



Ferrara – WTCR Macau 2018



TIJEY product placement 2019



42 Racing @ NASCAR Whelen Euro '19



BILSTEIN Racing Calendar '19



SHADOW Racing Cars - 2020

Success @ 42 Racing SA © 2020

DON'T BE
NEGATIVE



SPEEDHOUSE 2022



Solarplay 2022



SPEEDHOUSE 2023



Arianna CASOLI "ARY#14" 2024

Success @ 42 Racing SA © 2024



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